

CLAIMS

WHAT IS CLAIMED IS:

1 1. An method for merchandising beverages comprising:
2 (a) providing a beverage decanter having a neck;
3 (b) providing an collar forming at least a portion of an
4 annulus and having an information display surface;
5 (c) providing a graphic insert;
6 (d) mounting the collar on the neck of the beverage
7 decanter; and
8 (e) positioning the graphic insert on the information
9 display surface.

1 2. The method of Claim 1 wherein the graphic insert
2 bears information about a beverage.

1 3. The method of Claim 2 wherein the beverage has a
2 flavor name, and the information borne by the graphic insert includes the
3 flavor name of the beverage.

1 4. An apparatus for merchandising beverages comprising
2 a collar forming at least a portion of an annulus, having an information
3 display surface with an upper end and a lower end, a lower lip connected
4 to the lower end of the information display surface, an upper lip
5 connected to the upper end of the information display surface, with a slot
6 formed between at least a portion of the information display surface, at
7 least a portion of the lower lip, and at least a portion of the upper lip.

1 5. The apparatus of Claim 4 further comprising a graphic
2 insert positioned within at least a portion of the slot.